



**FOR IMMEDIATE RELEASE**

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**DWYER AND BROWN ANNOUNCE 7-YEAR CONTRACT WITH FAIR**

**Waukesha, WIS.** – County Board Chairman Jim Dwyer and President of the Waukesha County Fair Board Sherry Brown agree on a newly proposed seven-year Exposition Center lease to host the annual Fair. The contract includes the use of the facility's buildings and grounds for the annual five-day event.

Dwyer stated, "As the Waukesha County Fair Association begins planning for its 164<sup>th</sup> annual event in 2006, I am thrilled that a proposal has been agreed upon that strengthens our partnership with the organization for another seven years. The family-orientated event is a wonderful part of our heritage locally, and it is my honor to maintain our commitment to the event."

The contract provides for a base rent of \$75,000 for the first year of the lease with an annual percent increase. Under the previous seven-year lease, the association paid a base rent of \$50,000 each year with a provision to share beverage commission revenues. The proposed lease no longer includes this revenue sharing.

"The lease proposal fairly compensates the County for the rental of the buildings, grounds and other services, and it gives the Association the ability to maintain its commitment to providing a first class event while educating and entertaining a broad range of visitors throughout the region," said Brown.

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**“Dwyer And Brown Announce 7-Year Contract With Fair,” *continued...***

The County Board will review the contract this fall. Upon its ratification, the new lease will be effective through association's event in 2012.

Dwyer said, “By excluding the beverage commission revenue sharing component in this new lease, it makes the Waukesha County Fair Association responsible for beverage decisions related to this exceptional event. I am pleased that county staff recognized the appropriateness of the contract change, and I sincerely hope that the County Board agrees with this proposal.”

The Waukesha County Fair Association is a non-profit volunteer organization committed to coordinating the Fair in an effort to preserve the County's rural heritage through education in an environment that provides endless fun for people of all ages.

The first Fair was held in 1842 in a grove near what is now the Waukesha Library. In the early 1900's, the event was held in downtown Waukesha at the Sales Pavilion on Baxter St., which was owned by the Waukesha County Livestock Breeders Association. After a few years in the Village of Wales, the fair moved to its present location at the Waukesha Exposition Center in 1966, and was then called the Waukesha County Fair.

The county owns and operates the 165-acre Exposition Center located at 1000 Northview Rd. in Waukesha. It hosts a variety of public and private events each year. To inquire about renting space at the facility, please call (262) 548-7200.

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